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Davenport, Iowa 52801-1924

MU93-48

Gary N. Schmedding  
Vice President - Broadcasting  
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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

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December 1, 1995

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Chairman Reed Hundt  
Federal Communications Commission  
1919 M Street, N. W.  
Washington, D. C. 20554

Dear Mr. Chairman:

We wanted to make you aware of another example of station commitment to community service that could not be fully understood by reviewing program offerings in a public file.

WSAZ, the NBC affiliate in Huntington-Charleston, WV, recently conducted a Teen Forum in Charleston, WV in cooperation with the University of Charleston and the Charleston Daily Mail newspaper.

Enclosed is a letter from News Director Ken Selvaggi outlining the details involved in the Teen Forum, along with two newspaper articles and a flyer that was posted, promoting the event.

On-air the result will appear only as a half-hour special, plus some news coverage and promotional announcements (PSA's). Those items which will appear in the public file don't really do justice to the effort that has gone into this event. Public files and program tracking reports often fail to adequately portray what local stations do to meet their commitment to community service.

Our stations adopt these projects because it's beneficial to our viewers and our communities. Of course they also address our FCC public service commitment. It is also good business to identify closely with our viewers' interests.

While we are not convinced that children's programming quotas that may or may not attract viewers is the right answer, our stations nonetheless are committed to serving the needs and interests of our viewers. We are dismayed when these efforts are not recognized by FCC quotas.

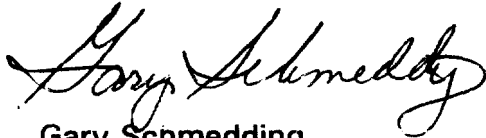
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Chairman Reed Hundt  
December 1, 1995  
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I wanted you to consider this point of view. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Gary Schmedding".

Gary Schmedding

GS:gb

cc: Commissioners James Quello, Andrew Barrett, Susan Ness, Rachelle Chong

# WSAZ television 3

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P. O. Box 2115 • 645 Fifth Avenue • Huntington, West Virginia 25721 • [304] 697-4780

November 6, 1995

Mr. Gary Schmedding  
Vice President-Broadcasting  
Lee Enterprises, Inc.  
Putnam Building  
215 N. Main Street  
Davenport, IA 52801

Dear Gary:

Your visit, as always, refreshed and energized.

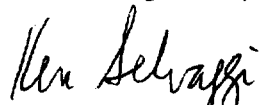
Per your request on our Teen Forum:

We met twice with the editor, a reporter and the publisher of the Charleston Daily-Mail newspaper, and the head of the Associated Press in Charleston to iron out questions for an exclusive poll of teenagers in West Virginia. We chose topics that we divided up for release over a six-day period - coordinating the release of each with the newspaper and the Associated Press. The topics we tackled: Crime/Violence, Health, Parenting/Church, Education, Entertainment, Future. After the poll was conducted, our news team developed special stories to run in conjunction with each part of the poll release.

We then teamed with the newspaper and the University of Charleston to host a Town Hall Meeting at the University from 7-9PM on a Thursday night following the six-day poll. We coordinated publicity for the event - TV ads, newspaper ads, fliers. The University sent out notes to their high school contacts (recruiting benefit). We scouted for teens with interesting stories and asked them to share them as panelists during the Forum to spur discussion. A huge banner with logos of the paper, University and ourselves, was already available for use during the Forum. The three of us had teamed on a candidates forum for Charleston Mayor six months ago - and the University made a banner for us to use at that and future projects. I had met with the president of the University at the beginning of the year to get his buy-in for team ventures and they have been very helpful in coordination of the events on "game day".

We plan on taping the teen forum and developing a half hour special from it. I'll be glad to fill in more details as needed.

Best regards,



Ken Selvaggi  
News Manager

# Local teens get chance to air their concerns

■ Forum to tap into problems, desires of area youth

By BRET JESSEE  
DAILY MAIL STAFF

Travis Rucker wants a place to hang out on weekends and Coke machines at school. Katheryn Harris wants help taking care of her 16-month-old baby.

They're both seniors at South Charleston High School, but their perspectives on teen problems are worlds apart.

They have also been selected as panelists for a teen forum to be held Thursday at the University of Charleston. The panel discussion is sponsored by the University of Charleston, the Charleston Daily Mail and WSAZ-TV News Channel 3.

The forum is designed to elicit from a panel of teens and audience members discussion of teen problems, said Kathy Brown, managing editor of Television 3 and moderator of the event.

The forum will be held at the Ballroom on the third floor of the Geary Student Union building at The University of Charleston Nov. 16 at 7 p.m.

Rucker, 18, is president of the student body at South Charleston High School. He has lobbied administration to allow soft drink machines to be turned on during school hours and worked with the owner of D-Max's Supper Club to provide a place for teens to go on weekends, he said. He also supports healthier cafeteria lunches.

Harris, 17, has different goals. She doesn't want any handouts, but she would like a little understanding and respect from adults who consider teen-aged parents incompetent, she said.

Harris said finding a place for teens to hang out is great, but she wouldn't take advantage of it if offered.

"It's just the fact that I have a lot to do," she said. "I have to keep my grades up because I want a scholarship or something to try to get in college. I'm just basically by myself just trying to hurry up and get to class so I won't be late. I really don't have time to associate with my friends."

Harris leaves school early to go to work. Her parents and boyfriend help her raise her daughter, she said.

Brown, the moderator, said, "I think parents may be surprised and other adults who don't have kids will be surprised to discover that a lot of these kids have good ideas on solving a lot of problems."

Brown will bring topics to the discussion based on a statewide West Virginia Poll of teen-agers. Conducted by the sponsors of the forum, it has asked questions about problems facing young people ranging from drugs and teen pregnancy to education and health issues.

Brown said the issues teen panelists and audience members wanted to discuss depended on what is on their minds that night and are not limited to the scope of the poll.

"I'll be roaming the floor like Oprah and letting whoever wants

to talk talk," Brown said. "It has to be what they want to talk about and what they want to hear."

So far, some of the results of the poll have surprised Brown.

"Their biggest concern is drug use, but many of them say they've never tried drugs and none of their friends have done drugs, so who's doing them?" Brown said.

Eighty percent of teens polled said they'd never tried marijuana, 98 percent said they haven't experimented with crack or cocaine and 96 percent said they've not used LSD. Sixty-six percent said very few or none of their friends used illegal drugs.

Another issue played in the media is violence in schools. Neither Rucker or Harris feel unsafe at South Charleston High School, and the poll reported that 94 percent of teens feel very safe or somewhat safe at school while 6 percent feel somewhat or very unsafe.

"I think South Charleston (High School) is a safe place," said Harris, a senior there.

Brown sees the forum as a rare chance for teen-agers to speak and be heard. Television and newspaper coverage of the event adds influence to the opinions.

"I'm really expecting a good turnout because this is just a fabulous opportunity for them to have that say," Brown said. "I really think the kids should take advantage of this."

The telephone survey of 304 randomly selected state residents between the ages of 13 and 18 has a 5.7 percent margin of error.

# Teens address hot topics in forum

■ youths talk booze  
drugs, pregnancy  
and chasing dreams

By BRAD McELHINNY  
DAILY MAIL STAFF

Teen-agers make mistakes, they admit

But some are willing to make good on their errors, said one student participating in a teen forum at the University of Charleston.

He and his girlfriend face an unexpected pregnancy, but plan to marry, the teen audience member said Thursday.

"There are a lot of stereotypes that we all abandon our children,"

he said "But we're not all like that. This is my girlfriend. I'm going to handle my business, plain and simple.

"There are still a few good men left. There are still a few American youth with good sense and good home training. Everybody makes mistakes. It's what you do after the mistake that counts."

Teen sex, violence, drinking, drug abuse and dreams composed Thursday evening's forum sponsored by the University of Charleston, WSAZ News Channel 3 and the Daily Mail.

Four teen panelists and about 100 audience members participated in the event, which was hosted by WSAZ's Kathy Brown. Topics were based on results of a statewide West Virginia poll of

teen-agers.

A sampling of the forum's comments:

■ Panelist Cory Groves, vice president of South Charleston High's student body: "Dreams are just goals without plans. Dreams are pretty pictures. Goals are reality."

■ A male teen audience member: "You've got to be willing to work at McDonald's. It's a building block to get you where you want to go. There's no bright future unless you're willing to work."

■ Panelist Kathryn Harris, a senior at South Charleston High: "You have to realize why a person might carry a gun to school. They may feel they need protection when they go home or somewhere

else."

■ Panelist Brandon Craft, a past governor of West Virginia Boys State: "That's the first thing on their mind — getting drunk on the weekend, going out and getting some pot. They want to fit the scene."

■ A female audience member: "The athletes just get detention. People with low incomes or different races, they get suspended."

■ A Capital High student in the audience: "You can be brought up in a perfectly good home and still go to school and do things."

■ A male audience member: "If you present yourself as a good teen-ager, they'll think you're a good teen-ager. It's as simple as that."

# YO, DUDES!

## TOWN MEETING: TEEN FORUM

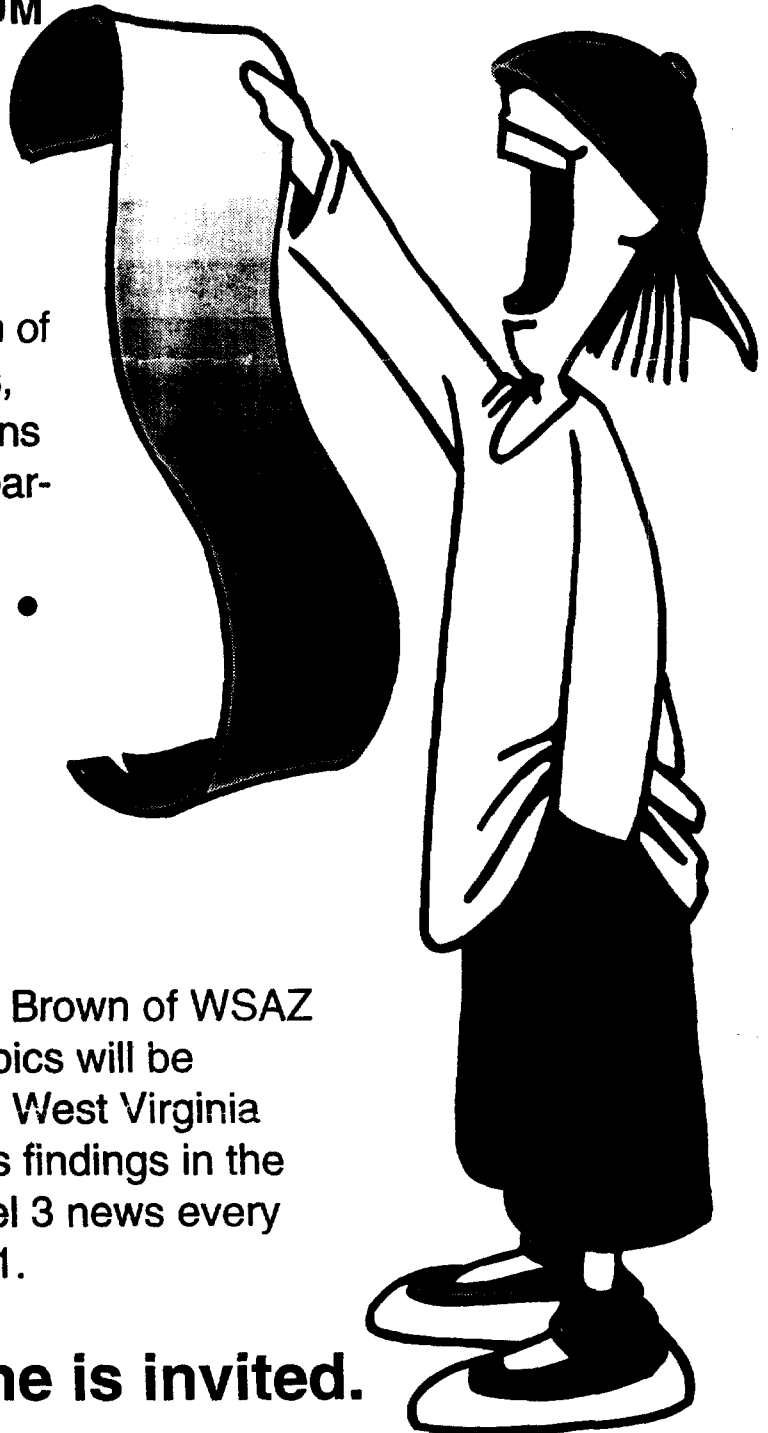
THURSDAY, NOV. 16, 7 P.M.  
Ballroom, third floor,  
Geary Student Union,  
The University of Charleston

**W**hat's the biggest problem in your life? Let's talk about it! Join a no-holds-barred discussion of the problems facing today's teens, led by a panel of your peers. Teens in the audience will be invited to participate. Topics will include:

- **CRIME/VIOLENCE/DRUGS** •
- **ENTERTAINMENT** •
- **HEALTH ISSUES** •
  - **EDUCATION** •
  - **PARENTING** •
  - **THE FUTURE** •

Moderator is news anchor Kathy Brown of WSAZ News Channel 3. Discussion topics will be drawn from results of the special West Virginia Poll of teen-agers. See the poll's findings in the Daily Mail and on WSAZ Channel 3 news every day during the week of Nov. 6-11.

**Everyone is invited.**



Charleston  
**Daily Mail**

**UC**  
THE UNIVERSITY OF  
CHARLESTON

**WSAZ**  
NewsChannel **3**